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FIG. 1
PRIOR ART

Report: Promotional Click-Through's for December 30, 1999

	Web Page ID (112)	User (114)	Promotional Click-Through (116)
1.	Home Page 3	Visitor	2,231
2.	Home Page 2	Partner	1,278
3.	General Product Description	Customer	1,234
4.	General Product Description	Visitor	1,210
5.	Services Q&A	Customer	1,199
6.	News: Press Release 3	Visitor	1,245
7.	News: Press Release 2	Partner	1,119
9.	Services Q&A	Partner	899
10.	Home Page 1	Customer	753

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FIG. 2

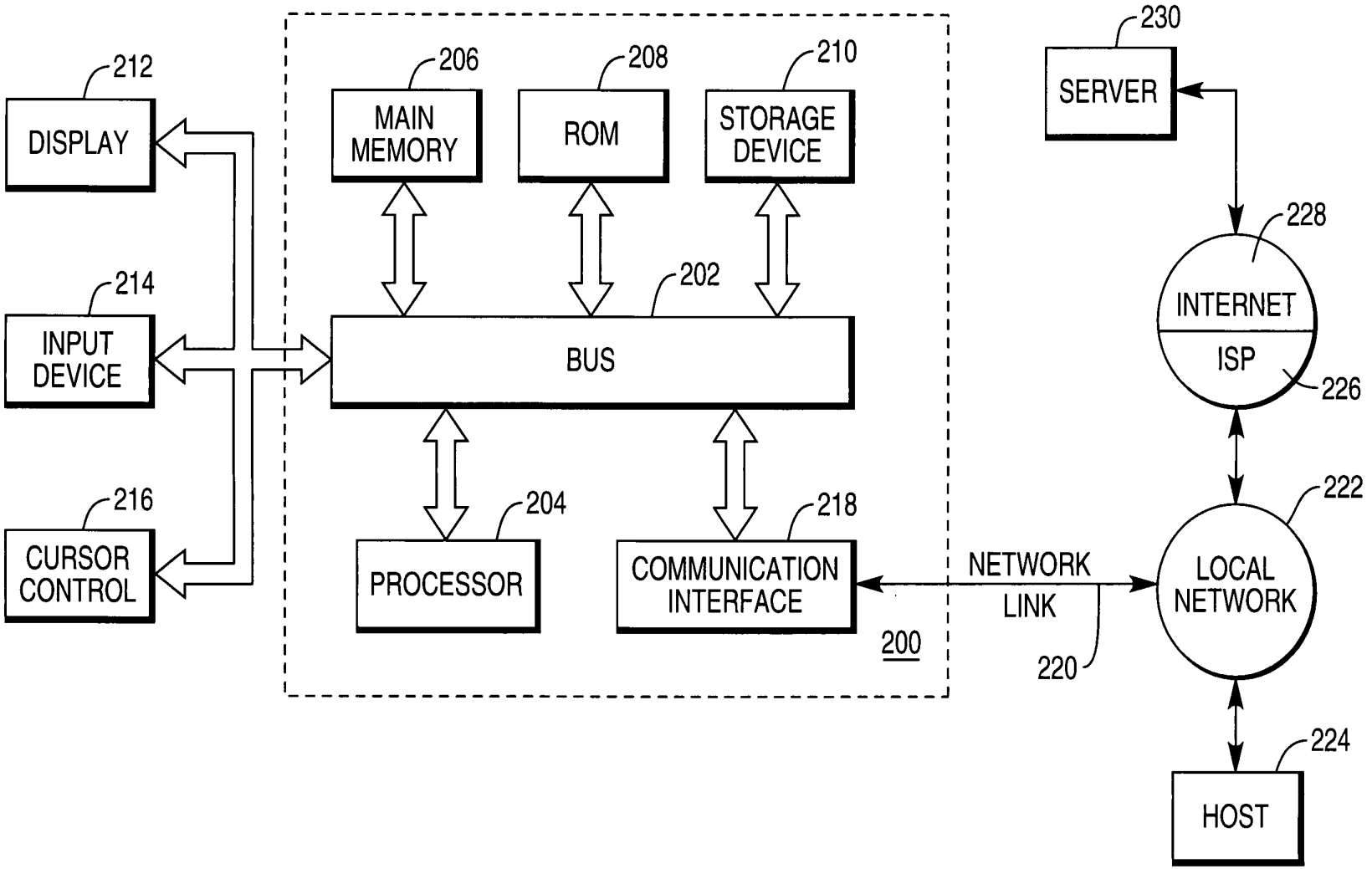

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FIG. 3

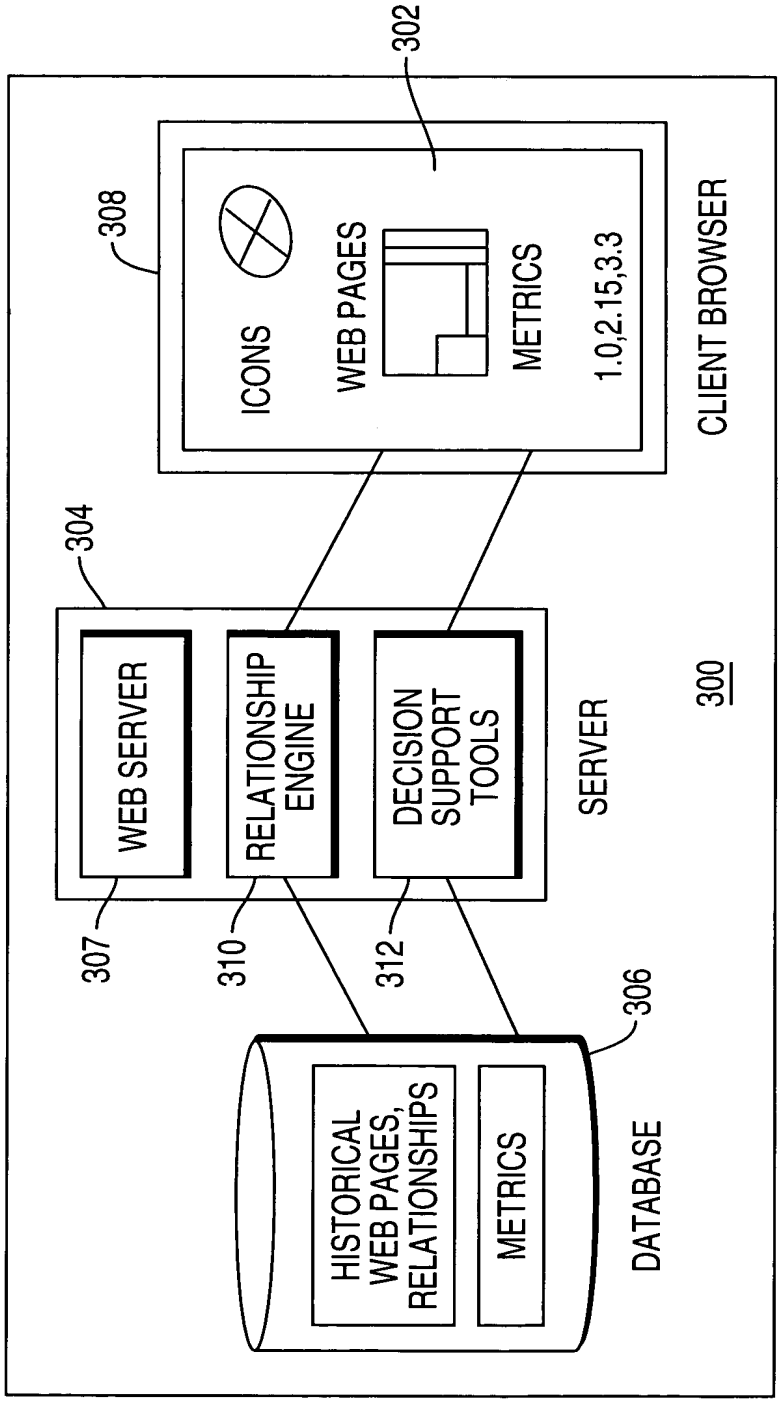

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FIG. 4

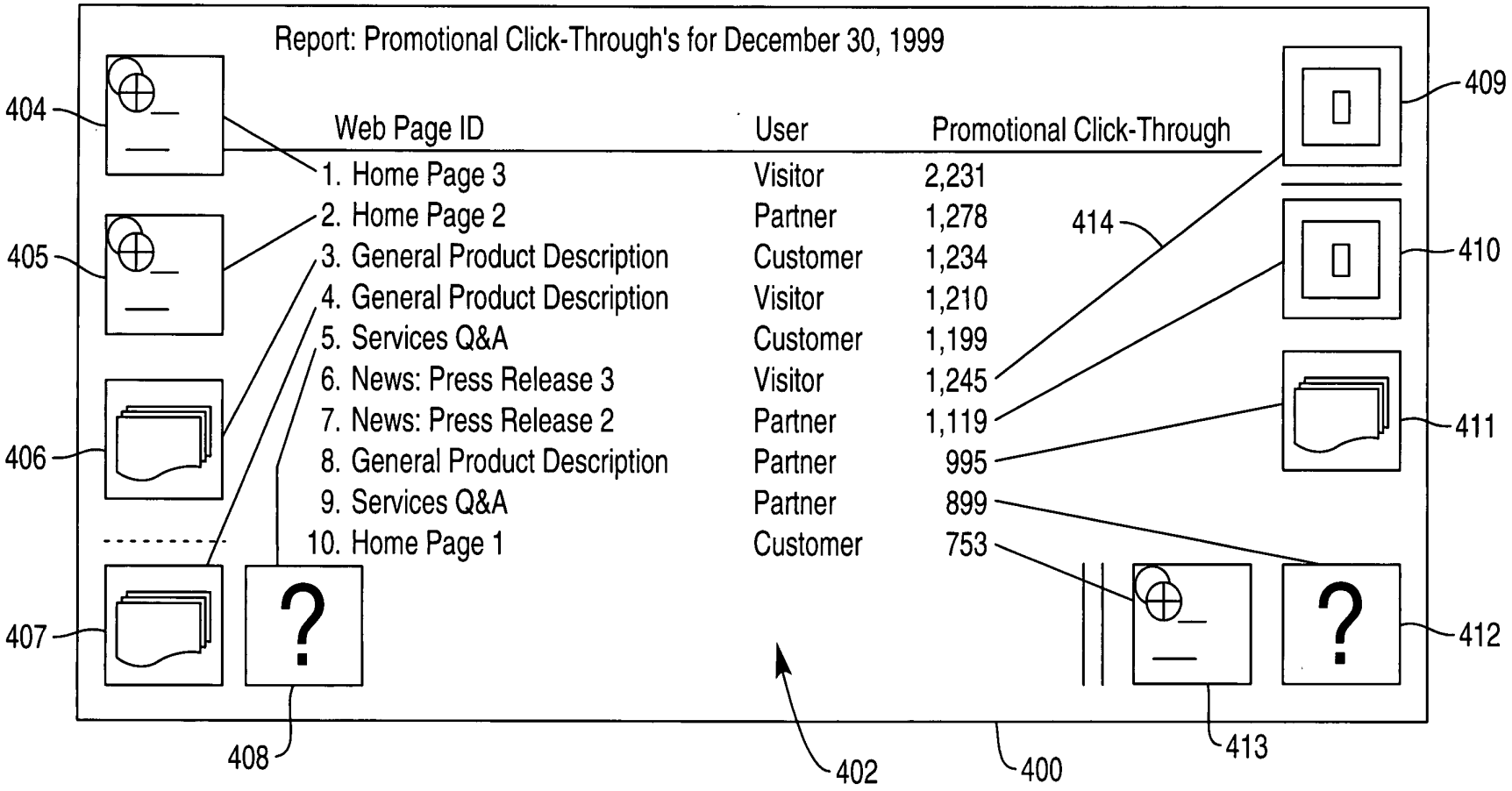

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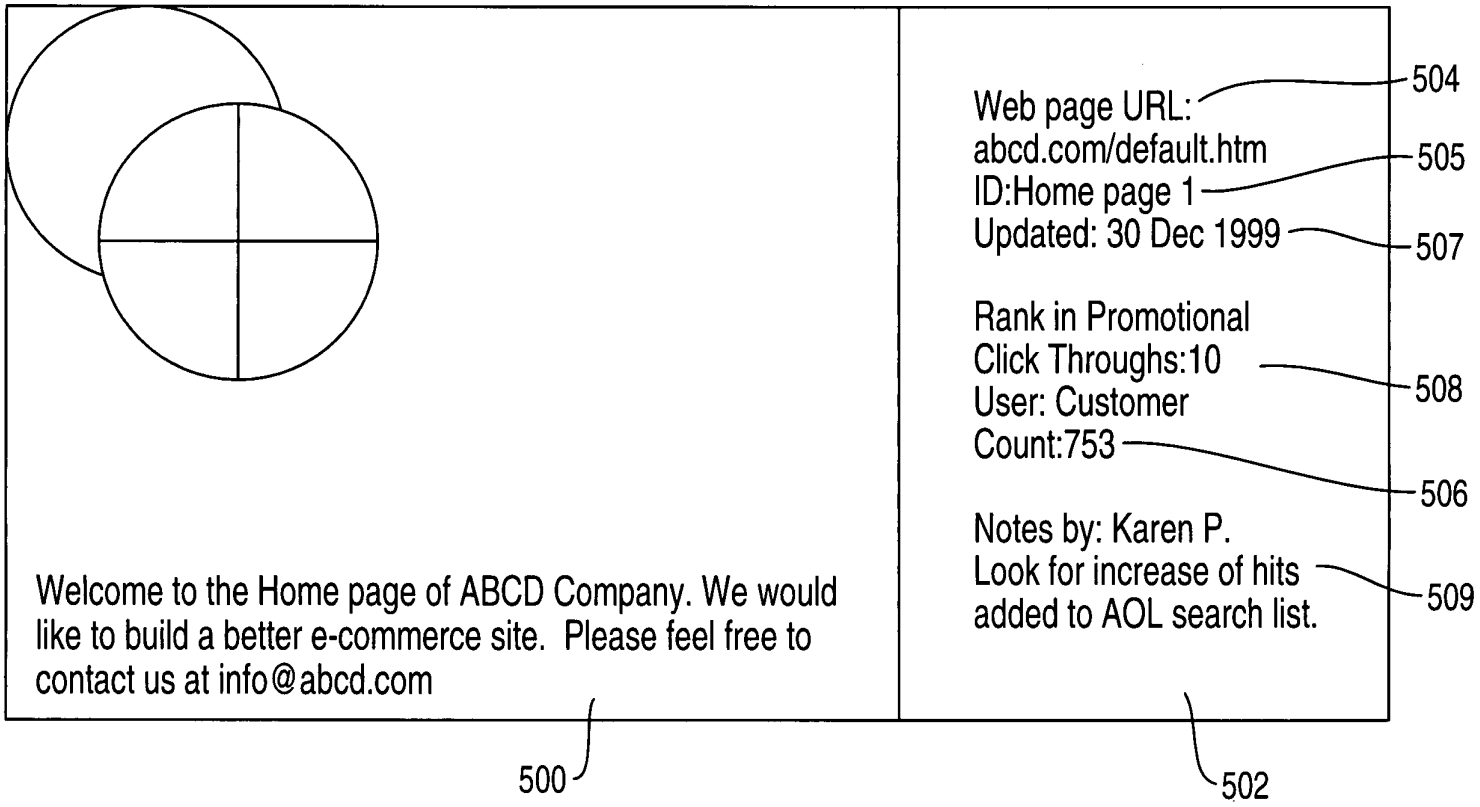
FIG. 5



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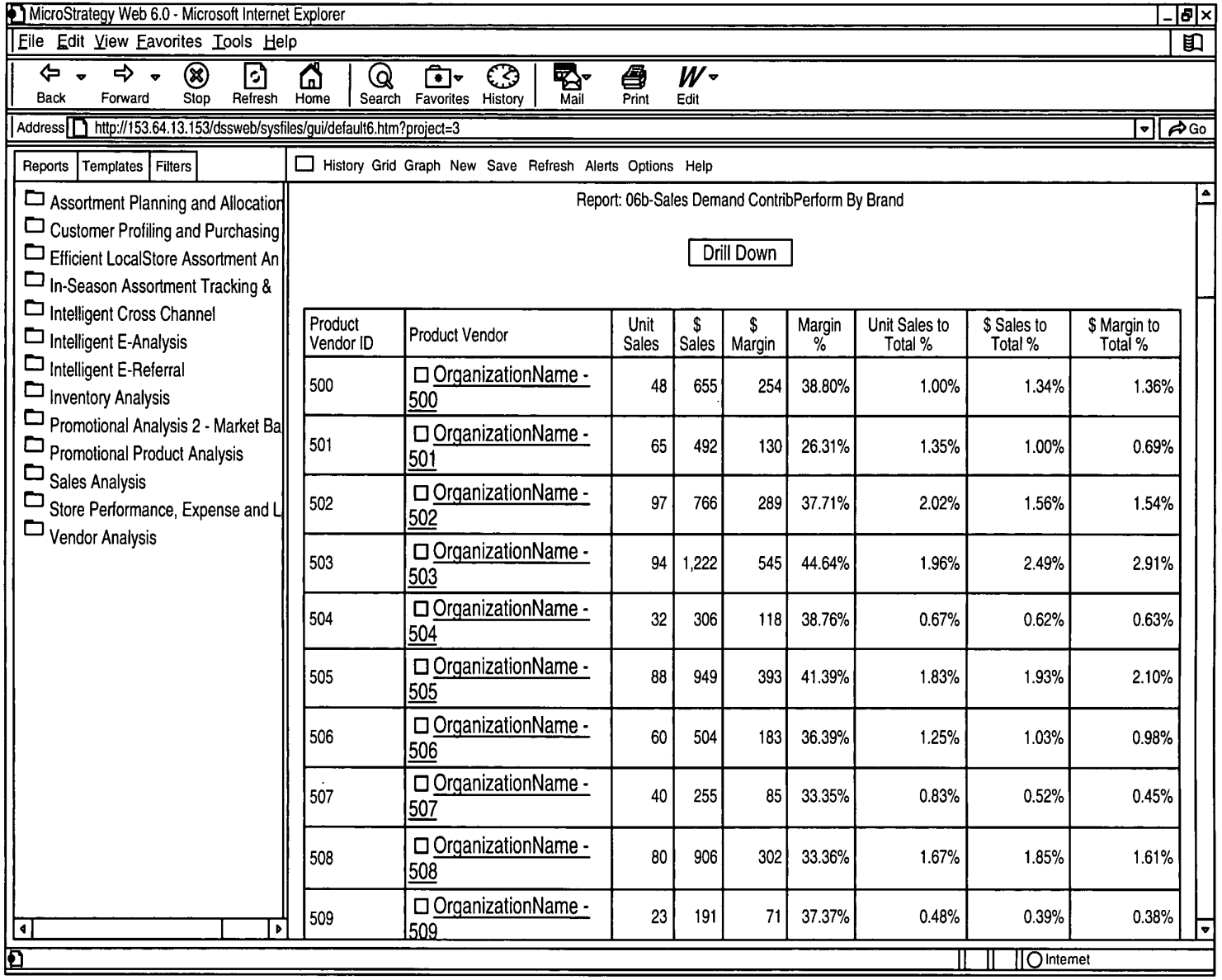

Product Vendor ID	Product Vendor	Unit Sales	$ Sales	$ Margin	Margin %	Unit Sales to Total %	$ Sales to Total %	$ Margin to Total %
500	OrganizationName - 500	48	655	254	38.80%	1.00%	1.34%	1.36%
501	OrganizationName - 501	65	492	130	26.31%	1.35%	1.00%	0.69%
502	OrganizationName - 502	97	766	289	37.71%	2.02%	1.56%	1.54%
503	OrganizationName - 503	94	1,222	545	44.64%	1.96%	2.49%	2.91%
504	OrganizationName - 504	32	306	118	38.76%	0.67%	0.62%	0.63%
505	OrganizationName - 505	88	949	393	41.39%	1.83%	1.93%	2.10%
506	OrganizationName - 506	60	504	183	36.39%	1.25%	1.03%	0.98%
507	OrganizationName - 507	40	255	85	33.35%	0.83%	0.52%	0.45%
508	OrganizationName - 508	80	906	302	33.36%	1.67%	1.85%	1.61%
509	OrganizationName - 509	23	191	71	37.37%	0.48%	0.39%	0.38%

FIG. 6

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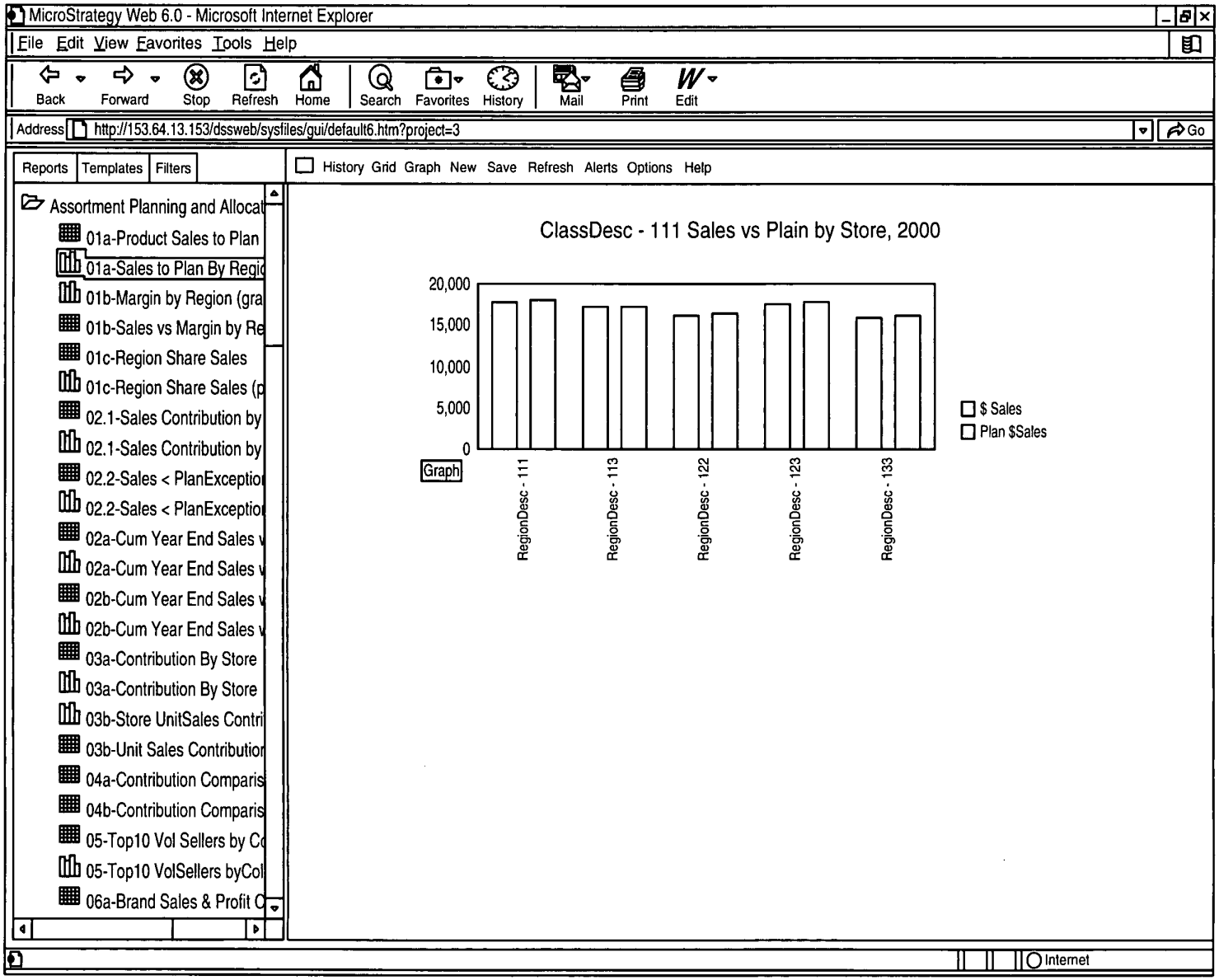
FIG. 7



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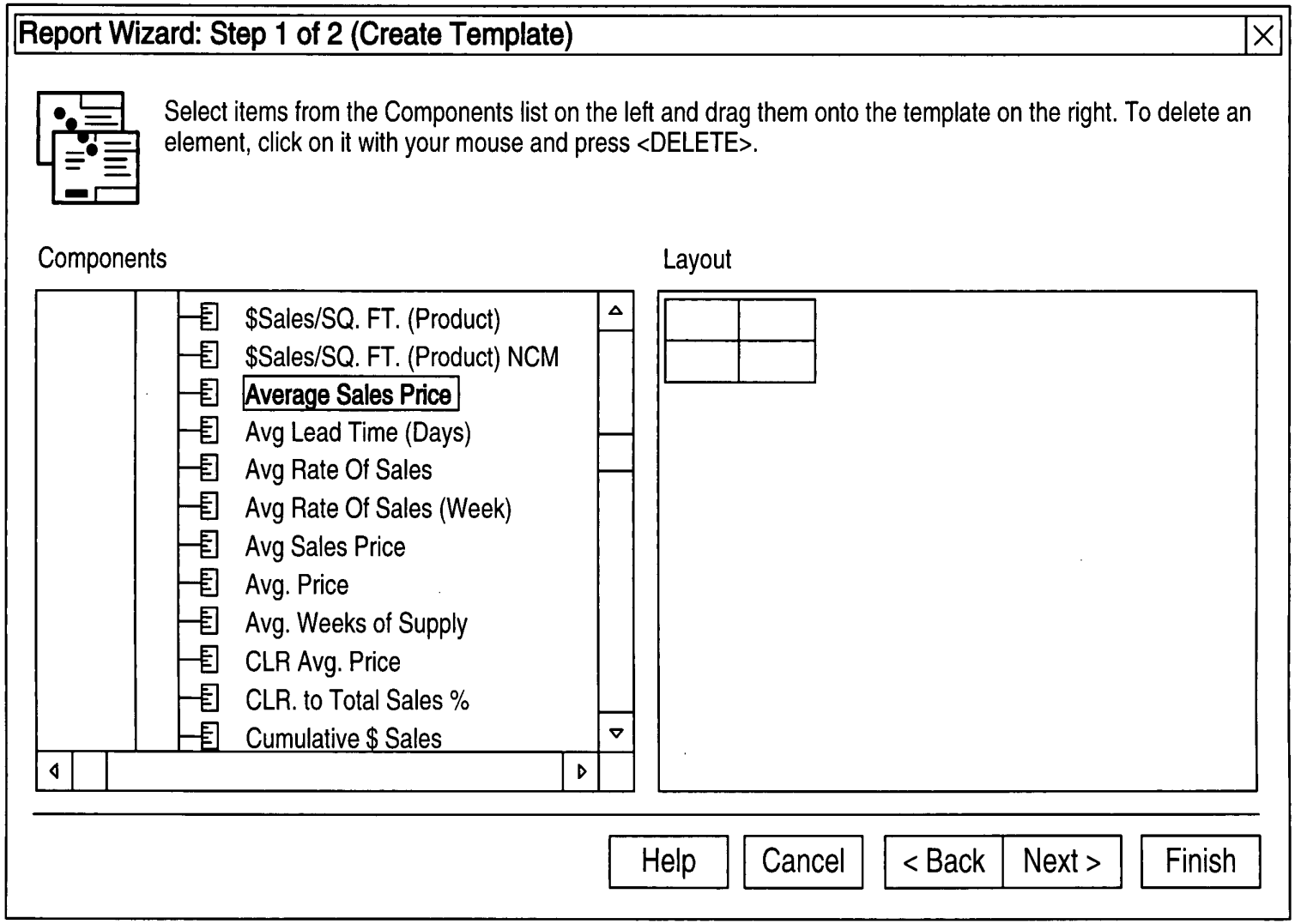
FIG. 8